

does not fit into either of the two "normal" Schermack formats.

Recently, a couple of covers of this pattern have come to light. One was sold in a Southern California auction, and the second came into my hands. Both show that the user was the California Perfume Company of New York City. The second cover even had all the original contents inside. They are quite interesting and illuminating. The first illustration is a letter to one of the sales representatives, showing the way the company operated. Is this familiar? In fact, when Dorothy Brunell saw the brochure shown in the second illustration, she immediately screamed that it is the Avon lady (she collects Avon material). Indeed, it turns out that the California Perfume Company was the predecessor to Avon and set up the familiar method of personal selling of wares by calling on the customer. The brochure pointed out how the certificates show at the bottom of the second illustration were to be given out. Customers would then give these certificates to their church or other charity; the certificates could only be redeemed by charitable organizations.

This is interesting collateral information, but it is of no great philatelic interest, except for the identity of the user of the perfin pattern. The interesting aspect is that the diamond Schermack pattern used on the cover shown on the top of the second illustration is virtually identical to the pattern used by the California Perfume Company on its regular stamps, the diamond of Design 22.

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The "Experimental" Schermack Perfin

John M. Randall (#1336)
US Catalog Editor

The one Schermack perfin pattern that has always had a special allure for perfin collectors is the experimental diamond shaped pattern. This is probably for two reasons: It is an elusive perfin, but more important is the second reason, that it

Moreover, Design 22 was used during exactly the same period as the Schermack pattern, on the stamps of the 1908 issue.

The obvious conclusion is that the California Perfume Company specifically ordered the diamond pattern to be placed on their Schermack stamp dispensing machine, to correspond to the regular perfin ordered for sheet stamps. Thus, the diamond Schermack pattern was not an experimental pattern after

all, in the context that the Schermack company tried this pattern before settling on the standard nine-hole square.

Given this, when the new Catalog appears, the diamond Schermack pattern will probably be given some designation other than "experimental", although that should not materially alter the allure of this pattern as one which is different from any other Schermack pattern.

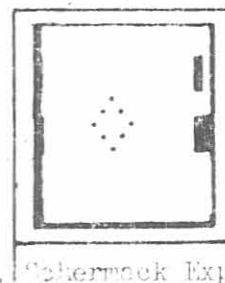
AFTER TEN DAYS RETURN TO
California Perfume Co.
21 Park Place, New York.



Miss Lillie Durrance,

Bowling Green,

Florida.



The "C P C" Certificate Plan



CALIFORNIA PERFUME CO.
NEW YORK



California Perfume Co.

HOME OFFICE,
31 PARK PLACE, N.Y.
LABORATORY,
SUFFERN, N.Y.

BRANCHES:
LUZERNE, PA.
KANSAS CITY, MO.
SAN FRANCISCO, CAL.

New York, 9/ 29/10.

Miss Lillie Durrance,
Bowling Green, Fla.

Dear Miss Durrance:-

Yours to hand with first weekly report on your order enclosed, and we are gratified to receive it, and place it on file. For the time given to the work you have done very well indeed, and if you continue in this way it will not be long before you have built up a large, permanent and ever-increasing trade in your town which will always yield you a good annual income in future.

We would impress upon you the importance of learning well the selling talks as given in your INSTRUCTION MANUAL, so that you can go forth to solicit business with a complete knowledge of the intrinsic merits of the line, and thus be enabled to talk it up intelligently and convincingly, and get each customer interested in buying four or five different articles in the line each time you call on her. In that way you will introduce the full line into every home, and large orders will always be obtainable. Remember, it is the large individual orders that help to bring your total order up to a big amount.

Do not be in a hurry to send for your goods, but call on everyone in the town for orders, and when you are sure you have taken all the business your town will yield then send in your order for shipment, and we are sure it will be a large "freight prepaid" one, when it comes to hand.

Wishing you continued success in the work, and awaiting your further favors to come to hand, we are,

Very sincerely yours,

CALIFORNIA PERFUME COMPANY?


MANAGER GA. DIV.